Journal of Strategic Management



On-Site Childcare Strategy Adaptation and Performance of Female Employees; Case Study of I&M Bank (Rwanda)Plc

Marthe Uwababyeyi & Dr. Njenga Gitahi

ISSN: 2616-8472



On-Site Childcare Strategy Adaptation and Performance of Female Employees; Case Study of I&M Bank (Rwanda)Plc

*¹Marthe Uwababyeyi & ²Dr. Njenga Gitahi
¹Postgraduate student, Mount Kenya University
²Lecturer, Mount Kenya University

*Email of corresponding author: martheuwababyeyi@gmail.com

How to cite this article: Uwababyeyi, M., & Gitahi, N. (2023). On-Site Childcare Strategy Adaptation and Performance of Female Employees; Case Study of I&M Bank (Rwanda)Plc. *Journal of Strategic Management*, 7 (7), 22-41. https://doi.org/10.53819/81018102t5265

Abstract

The study explored the impact of on-site childcare strategies on the performance of female employees at I&M Bank. This study used a descriptive research design. The study population was 410 staff of I&M Bank Rwanda (Plc) headquarter, a sample composed by 58 respondents and was selected by purposive sampling. Primary and secondary information was used. Information gathered by questionnaires and documentary review. Data were explored through SPSS. The study found that a significant majority (74.1%) of respondents confirmed the presence of on-site childcare facilities at the banks, though 25.9% disagreed. An overwhelming 84.5% believe there is a link between childcare services and motivation, and the same percentage perceive a relationship between childcare services and leadership quality. Turnover is also seen to be influenced by childcare services, with 89.7% recognizing a connection. Delving into the reasons for potential job departure, the study revealed that respondents would consider leaving their jobs due to factors such as wanting to feel valued (89.7%), seeking better management relationships (79.3%), desiring a different work environment (100%), and looking for more recognition (56.9%). In terms of work-life balance, 56.9% felt their job hinders progress in personal life, 20.7% saw household responsibilities as a challenge, and 22.4% believed both work and home responsibilities were barriers. Furthermore, the strong coefficient of correlation (R=0.894) suggests a significant positive relationship between the studied variables. This indicates that there is a positive and strong relationship between on-site childcare strategy adaptation and performance of female employees within I&M Bank (Rwanda) plc The study concludes respondents concurred that reducing turnover is a key factor in retaining the greatest skills and brains. The study recommends corporations should enhance their employee motivational frameworks in order to lower project difficulties and offer clothes on staffs that need it as they deliver crucial services. There is a need for businesses to boost employee motivation by appreciating their efforts and compensating them appropriately, so that they feel valued for each task they do and contribute to great administrators progressive.

Keywords: Childcare Strategy Adaptation, non-financial rewards,

Stratford Peer Reviewed Journals and Book Publishing

Journal of Strategic Management

Volume 7/|Issue 7 ||Page 22-41|| November/2023| Email: info@stratfordjournals.org ISSN: 2616-8472



1.0 Introduction

Sivard (2011) says that a rise in the number of working women in emerging nations is one of the most significant developments in the contemporary world. This is a result of the point that utmost women are participating both in formal and informal sectors in line to modernization and the challenging financial climate. In the contemporary world, competition for occupations has increased to the point where males now filling positions once thought designate fill women. Khan (2015) highlights that there is a critical need to develop on-site childcare services so that working mothers can balance the two important roles without strain and achieve their set goals in both roles. This is because females are increasingly convoluted in both income earning activities and childcare responsibilities. This demonstrates the need of on-site childcare services, especially in the workplace to assure working mothers' maximum concentration and output. According to Brown (2011), an employer needs toward inspire their staff if they want to achieve outstanding achievements. In this situation, the employer should make sure that facilities are available, such as on-site childcare services at the places of employment, so that mothers can leave their kids there while they are at work and visit them during the break. This will help retain the best minds and produce excellent results.

According to Hein and Cassirer (2010), the majority of working women may decide to cut back on their income-generating actions otherwise chooses childcare provisions that may not be in their children's best interests in relations of their psychological progress and health if they do not have access to suitable childcare strategies. Working women are consequently under a great deal of stress, and eventually they may opt to entirely give up their income-generating activities in order to better care for their children. The availability of childcare services at the working place is an aspect that favors large corporate daycares. Huge firms will look for huge corporate providers to run their corporate daycares rather than handling this employee benefit directly themselves. Smaller, for-profit daycare centers run out of just one place.

Somebody defines reel (2011) Childcare as the daytime supervision of a kid other than the child's legal keepers or further member of the child's direct family. During certain times, particularly when the parents have left for work, childcare is a continuous service. Nurseries, caregivers, and family childcare providers who look after children in their own homes are all options for childcare. It can similarly adopt other formal framework, with facilities like teaching, child improvement, discipline and even preschool teaching included. According to Sivard (2011), difficulties arise for various women as their participation in formal and informal job increases, carrying in required revenue for families while simultaneously juggling conventional daycare tasks. Due to the restricted selection of childcare options available to low-income women, juggling employment and raising a family can be challenging.

According to Indriso and Myers (2008), Leslie and Paolisso (2010), income-generating activities for Africa are forcing females to employ the variety of childcare options—as of sibling care to admission in childcare centers more frequently. Certain childcare providers look after children from multiple families at once, either in their own home or at a facility designed specifically for children. Some firms offer childcare options for their staff at or close to the workplace. In the past, a nanny or associates of the child's prolonged family, like grandparents, aunts and uncles, have cared for the youngster. Leslie and Paolisso (2010) cite the dates of the childcare recognition by the France in 1869 and the appearance of childcare facilities in France around 1840. In the 1850s,

Stratford Peer Reviewed Journals and Book Publishing Journal of Strategic Management

Volume 7//Issue 7 //Page 22-41// November/2023/

Email: info@stratfordjournals.org ISSN: 2616-8472



private charities created childcare centers in the United States, the first of which in 1854 being the New York Day Nursery. These centers had their beginnings late 18th and early 19th period in Europe. The idea of daycare centers eventually spread to other parts of the world, including Africa. Banking institutions in Rwanda will be the subject of this investigation. There are numerous institutions; however, the study will concentrate on I&M Bank.

Their business units typically come under the categories of trade, business, capital and card services with fractious functionalities to assist the subdivisions of small and medium-size businesses (SMEs) and local businesses. Each banking institution wants to make sure that it is the best place to work and that the best individuals want to work there. Women are therefore given top emphasis. But given that most women are concerned about their kids back at home, this is still a struggle. There is a big need for childcare facilities at places of employment because the majority of them cannot focus fully because they are unsure whether babies are completely nonviolent in the hands of the caregivers.

1.1 Statement of the Problem

According to Hossain (2016), the creation of daycare centers at working mothers' places of employment is one of the most effective and tried approaches to help them reconcile work and family lives in Pakistan. It would make it easier for working females, especially persons in the informal sector, focus on their careers and free them as of having to care for children while they are at work. Caillier (2013) worked on addressing childcare-related developments and issues that have prompted parents to look for and implement alternate childcare arrangements. The on-site childcare techniques have been the most effective substitute in Rwanda so far. Because they have a great deal of faith in the childcare providers, the parents have chosen this. However, the goal of this study will be to evaluate the conundrum of the impact of the lack of on-site childcare services on the performance of working females in Rwandan banking organizations, as well as its difficulties. The main consequences of the lack of on-site childcare services will be listed. Customers repeatedly complained about the subpar services provided to them by the staff. Employee criticisms about the terms and situations of employment lead to the majority of them wasting time whining, and as a result, productivity is far below the target. Mass exodus of workers, notably females from banking industry to further economic sectors. Great rate of tardiness, absence and tardiness, particularly among beginning employees who cited justifications that they didn't require babysitters for their kids. Since there hasn't been much study done in this field, this study looked on how to access on-site childcare strategy adaptation and performance of female employees.

1.2 Research Objectives

The study was guided by the following objectives

- i. To investigate just how childcare adaptation influences motivation and whole performance of working female within I&M Bank.
- ii. To ascertain how the childcare amenities have an impact on the working women's performance and leadership style in I&M Bank.
- iii. To determine how childcare strategy adaptation influences labour turn over and whole performance of working female.



2.0 Literature Review

The literature review was presented in sections

2.1 Theoretical Review

2.1.1 Spillover Theory

The spillover idea was the focus of this investigation by Milkovich & Gomez (2016). It presupposes the circumstances in which there is an optimistic either non-productive between the work microsystem and the family microsystem. Labor family interactions will negatively spill over if they are rigidly structured in terms of time and space, energy, and behavior. Flexibility that allows people to engage and overlap home and professional obligations in time and geography has a good knock-on effect that helps people achieve a healthy work-life balance (Obiageli *et al.*, 2015). By taking into account both the advantages and disadvantages of playing numerous roles, spillover theory can assist elucidate the mutual relations occupation and household relationship (Suman & Bhavana, 2013). When one position's experiences (attitude, behavior, surroundings, demands, emotions, duties, and resources) spill over or affect the other role, the term "spillover" is used. The importance under this approach is because employers have promise to create policies that support a healthy work-life balance for their employees. The study's null hypothesis, which states that childcare services have a favorable impact on staff retention of the commercial banks in Kenya, is that childcare services frequently conflict with work since raising children often requires a lot of care, which causes one responsibility to overflow into the other.

2.1.2 Theory of Change

Based on conceptualization of women's economic empowerment created by Duflo (2012). Duflo asserts that enabling is improvement of people's capacity to make wise decisions in situations where this capacity was once unavailable to them. Resources, agency, and achievement are three interconnected dimensions that are thought of when discussing the capacity to exert choice. Resources might be material, human, or social. Agency is the ability of a person to determine their course of action and pursue their own objectives. When resources and agency are combined, they become "capabilities," which are a person's capability to live the life they want and to accomplish desired methods of "being and doing" or "operative attainments." The idea of variation is founded on our observation that access to high-quality day-care delivery empowers women to make wise decisions about their labor force participation. Resources might be material, human, or social. Agency is the ability of a person to determine their course of action and pursue their own objectives. When resources and agency are combined, they become "capabilities," which are a person's capability to live the life they want and to accomplish desired methods of "being and doing" or "operative attainments." The idea of variation is founded on our observation that access to high-quality day-care delivery empowers women to make wise decisions about their labor force participation.

Resources might be material, human, or social. Agency is the ability of a person to determine their course of action and pursue their own objectives. When resources and agency are combined, they become "capabilities," which are a person's capability to live the life they want and to accomplish desired methods of "being and doing" or "operative attainments." The idea of variation is founded

Stratford Peer Reviewed Journals and Book Publishing

Journal of Strategic Management

Volume 7||Issue 7 ||Page 22-41|| November|2023|

Email: info@stratfordjournals.org ISSN: 2616-8472



on our observation that access to high-quality day-care delivery empowers women to make wise decisions about their labor force participation. In the long term, we think of women that will become economically independent and the results will help to influence practice and policy. This approach proposes a series of diverse but focused actions at three levels: the individual, the childcare facility and the communal, to achieve this change. The initiative will take a comprehensive approach that recognizes that meaningful interaction with careers, center-based care providers and communities is essential to achieve sustainable outcomes. Primary caregivers will be trained to use proper ECD practices over childcare stage. Mama-pruners obtains training on how to improve quality in children's homes at the level of center care providers. Separate groups of parents and mothers complete the training. In addition, mom-entrepreneurs in the neighborhood will continue to receive support to manage and develop their micro-enterprises. Through regular announcements of Kidogo program activities and monthly commitments, the larger community will be consistently engaged as stakeholders.

2.1.3 Considerations for Gender in Childcare Theory

Global issues include gender inequality and associated discriminatory behaviors. Even in countries that are thought about achieving better equality of gender, like the Nordic countries (Zahidi, 2013). The problem often lacks of complete eradication of intangible forms of discrimination against women. For example, men more often than women hold managerial positions. In addition, compared to men, women definitely need to work in non-experienced, low-paid jobs or spend more time in unpaid care than in income-generating activities. Unpaid care work includes looking after children with normal household chores, managing children's routines and caring for children when they are ill. Unpaid care work also includes direct care of people, domestic work and those who not paid communal staffs (Samman et al., 2016).

Women who work full-time earn 85% of what men do for the same amount of education and work, limiting their ability to meet the demands of their families, comprises generating high-quality upbringing and education for their children (UN Population Fund, 2017). In light of events, great efforts need to be made to level the playing field in terms of women's economic empowerment (Gertler et al., 2012; Payne & Nicholls, 2010). In addition to facing gender discrimination at work, first-year mothers spend more and more time away from their children due to employment. More than half of mothers with children under one year of age report to work (Baxter, 2014; Heymann & Kramer, 2013; Payne & Nicholls, 2010) and due to lack of suitable space and equipment at work, many mothers are that cannot manage to breastfeed their children the all day. As professional women are more likely to have a private office for expressing milk or a work environment that accommodates childcare, low-income workers are more vulnerable (Amin et al., 2011; Brasileiro et al., 2010; Chen et al., and et al., 2013; Kamal & Sabrin, 2014). Supporting their need for childcare is a great opportunity to resolve any childcare matters.

The study carried in Mukuru kwa Njenga and Korogocho (Muendo, 2014) demonstrate a significant correlation between the availability of childcare facilities and female employment, particularly in low-wage occupations. These studies have shown that higher earnings, better mobility and more hours worked for interest tackled by generating childcare amenities. Childcare facilities have shown up to a sixfold increase in rates of breastfeeding and good level of breastfeeding in the first six months in both developing and developed countries, with greater gains in poorer countries (Imdad et al., 2011). The introduction of childcare facilities at work also has

Stratford Peer Reviewed Journals and Book Publishing

Journal of Strategic Management

Volume 7||Issue 7 ||Page 22-41|| November|2023|

Email: info@stratfordjournals.org ISSN: 2616-8472



other benefits such as improved worker productivity and lower absenteeism rates (Gullekson et al., 2014) and greater peace of mind for mothers. Eventually, these initiatives improved women's occupation attendance, enhanced children's school readiness, and increased productivity, all of which contributed to the nation's monetary raise up. At the same time preventing young children from developing bad behaviors.

2.2 Empirical Review

According to Shellenbarger (2011), one of the oldest, most pervasive, and most important ideas influencing early childhood policy is the indication that the primary years are influential of children's lasting chances. It resonates particularly with initiatives geared on mitigating social and economic disadvantage as well as other adversities and preventing their detrimental effects on children's futures. The National Institute of Health (2007) the children who received higherquality daycare performed better on vocabulary exams in the fifth grade than the children who had joined childcare of an inferior quality, according to research that followed an assembly of kids from initial childhood to sixth rank. According to study, teachers discovered that children in daycare were disrespectful, fought more frequently, and were argumentative. According to the study, there were only modest increases in both vocabulary and hostility. According to Winston (2003), the human child is born unable to move and with weak vision, making them vulnerable to external influences and dependent on careers for survival. The infant is innate with an amount of pre-programmed and involuntary behavioral schemes that are triggered by ecological cues in order to improve survival (Zigler & Lang, 2011). Youngblood & Chambers-Cook (2014) emphasized that when a young kid experiences distress, fear, or confusion, these sensations set off attachment behavior, drawing the youngster earlier to their mum who may provide the needed solace, care and safety.

Initial studies mostly examined the mum, but it is currently commonly acknowledged that daddies, grandparents and further significant figures in child's upbringing can similarly serve as a child's primary career. According to Fernandez (2016), most children who engage in frequent interactions with caregiver exhibit attachment behavior, which leads to the development of an attachment relationship that enables newborns to acquire to control their feelings and serves as foundation for psychological and community knowledge. According to Youngblood & Chambers-Cook (2014), protected Children that develop connection remain self-assured and usage their work like strong foundation although they travel the world. The infant's internal working model develops as a function of the quality of their developing internal psychological makeup and their external environment. This entails creating a set of expectations for social interactions with other people and is a cognitive representation of the self (Zigler & Lang, 2011). It is acknowledged that children's personalities vary and may have an impact on how their social connections mature. It is also acknowledged that our experiences throughout life have an impact on how we relate to others (Auerbach 2014).

However, how our attachment figures react to us influences our ability to have healthy connections with other people, which gives rise to the hypothesis that the relationships we have as children serve as models for all of the interactions we have through our lives (Winnicott, 2005). Child improvement study has long been a significant foundation of theories, data and debate on education cares of children. There is a significant need for information about children's wants and abilities on specific ages as a result of rapid industrialization, urbanization, and the implementation of



universal education. This is especially true for training different teachers and further child professionals along with for handbooks of parenting advice (Caillier, 2016). According to Natalie & Janine (2013) quoted Payne *et al.*, (2012), the results of usage of daycare on work-family results. They found that workers with preschool-aged children who consumed admission to first-class and suitable daycare experienced less conflict between their personal and professional lives, which was linked to a lower intention to leave their jobs and greater worker welfare. According to Morrissey & Warner (2011) as quoted in Natalie & Janine (2013), more than 70 per cent of employees participating in owner-sponsored program to lower daycare charges said that the preparation lessened their work-family worry and influenced their decision to stay employed. The study results of Anderson & Geldenhuys (2011) demonstrated that absence rates were considerably higher among respondents with no contact to on site owner sponsored childcare capability than among those who did, whether or not they used the service.

2.3 Conceptual Framework

The conceptual structure model revealed beneath determines realistic linkage among the on-site childcare strategy adaptation and performance of female employees.

Independent Variables Dependent Variable On-Site Childcare Strategy Performance Of Female Employees Access to childcare services Training on how enhance quality **Improved** labor Training caregivers on suitable contribution early childhood Women are economically Development performs empowered Less absence from work **Improved** domestic decision-making **Intervening variables**

- Improved confidence and economic information
- More time in productive capacity

https://doi.org/10.53819/81018102t5265



Figure 1: Conceptual Framework Model

3.0 Research Methodology

This study adopted a descriptive research approach to gather data and responses, as defined by Bryman & Bell (2013). The aim was to confirm or challenge a pre-existing theory. Additionally, a correlational research design assessed the relationships between variables, and qualitative methods uncovered the underlying motivations of events. The target population consisted of 410 staff from I&M Bank Rwanda, headquarters, with a purposive sample of 58 respondents chosen based on their relevance to the study's objectives. Data collection involved placing questionnaires at I&M Bank Rwanda premises for participants to fill out at their convenience. Secondary data was obtained from document reviews, including textbooks, journals, and organizational reports. For reliability, the study subjected each statement under each variable to a test ensuring Alpha values exceeded 0.6. The research tools' validity was assured by modifying them with the help of an advisor. Data collection utilized both qualitative and quantitative methods. Data was analyzed using SPSS, with results presented as frequencies and tables. Descriptive statistics (Mean, Frequency, Percentages) described respondent traits, while regression analysis evaluated interactions between predictor and dependent variables. A specific regression model was employed for the analysis.

4.0 Findings and Discussions

The findings and discussions are presented in sections.

4.1 Childcare Adaptation Influences on Motivation and Performance of Working Female

In this part evaluate and comprehend the information gathered by using questionnaire survey to respond on the research. Research inquiries that examined were tested and presented basing on research objects. The study projected to assess the on-site childcare strategy adaptation and performance of female employees by determining the on-site childcare strategy adaptation elements relation of female progress in I&M Bank during the period of study.

Table 1: Respondents Views On the Existence Of Childcare Facility In Organization

	Frequency	Percentage
Yes	43	74.1
No	15	25.9
Total	58	100

This study analyzed the effect of existence of childcare facility in organization. Table 1 findings demonstrate that 25.9% of respondents disagreed with the findings that the banks had on-site childcare facilities, while the majority of respondents, or 74.1%, agreed with those findings. Showing how the banks pay outside agencies to look after the employees' children for such planning as lactation units. The banks with the fewest lactation units may be those that have complied with laws requiring owners to provide lactation parts at the workplace. However, there is a minor suggestion that workers who have just returned from maternity or paternity leave may shot a slight late or depart a slight early to join their infants. This level of preparedness may have contributed to the ease with which parents could raise their children while working.



Table 2: Respondents Views On Childcare Services and Motivation

	Frequency	Percentage
Yes	49	84.5
No	9	15.5
Total	58	100

Findings in table 2 show that there were 84.5% of respondents that there is a relationship between childcare services and motivation while 15.5% of the respondents said that there is no relationship between the childcare services and motivation. This shows that of respondents touched that exist an excessive relationship among childcare services and motivation of workers in the accessibility of the capacity that will increase the confidence of greatest of the respondents.

Table 3: Respondents Views On Primary Goal of Organization That Reflect To Employees' Welfare

	Frequency	Percentage
Yes	49	84.5
No	9	15.5
Total	58	100

Findings show that 84.5% of respondents view that primary goal of organization reflect to employees' welfare while only 15.5% do not know. This implies that they found that workers with preschool-aged kids who had admittance to high excellence and appropriate daycare skilled less conflict between their own and professional lives, which was associated to a lower purpose to leave their jobs and greater worker wellbeing.

Table 4: Respondents Views On Hindrances That Limit from Performing To Best Result

	Frequency	Percentage
Working life	1	1.7
Households life	2	3.5
Both	55	94.7
Total	58	100

In Table 4, respondents were asked to trigger barriers that limit performance to the highest outcome. The study found that a preponderance of respondents 94.8% revealed that both work life and home life limit them from performing at their best, 3.5% said that home life and 1.7% said that work life affects their performance the best results. This means that the defendants had a domestic promise separate from work and had related knowledge in working life. The study also required the creation of the life stages of the defendants' children because they are likely to disrupt work lives.

Table 5: Respondents Views On Their Motivation

	Frequency	Percentage
Financial rewards	0	0
Non-financial rewards	0	0
Both	58	100



Findings show that 100% of the respondents revealed that they motivated by both financial and non-financial rewards. It means that employees in any business necessity rather to retain them employed. In most cases, the worker's salary is sufficient to maintain his employment at the institution. The employee should be interested in working for the corporation or group. If there is no current incentive for the worker, then his superiority at work or any joint work will deteriorate.

Table 6: Respondents Views On the Feeling Of Their Empowerment

	Frequency	Percentage
Yes	37	63.8
No	21	36.2
Total	58	100

The study also show that 63.8 % of respondents revealed that they feel empowered indicating that because of existence of adequate childcare activities, employees said they had to bring their kids to work during working hours, and nearly half had done so outside of work hours. The majority of them claimed it happened frequently during the year. Most of the care is provided through on-site childcare facilities, which, despite their importance, are sadly uncommon. Their research concluded that businesses that have implemented childcare programs had higher profits. The most frequently mentioned benefits were a drop in turnover, improved response to recruitment efforts, a better public image, increased efficiency, and a decrease in absence.

Table 7: Respondents Views on the Employee And Company Goals

	Frequency	Percentage
Yes	55	94.8
No	3	5.2
Total	58	100

Results show that 94.8% of respondents said that employee and company goals are maintained while 5.2% don't know. This implies that front-runners should increase their assistants' opinions nearly their capability to complete their work objectives and achieve at a high rate, yield into reason their assistants' features and kind of labor they organize.

4.2 Impact of Childcare Amenities On Working Woman's Performance And Leadership Style

In analysing the impact of childcare facilities, the study assessed the working woman's performance and leadership style as depicts in the following table:

Table 8: Respondents Views On Childcare Services and Its Relation To Leadership

	Frequency	Percentage
Yes	49	84.5
No	9	15.5
Total	58	100

Findings show that there was 84.5% of respondents revealed that exist a relationship among childcare services and leadership while only 15.5% of the respondents said that there is no relationship between childcare services and its relation to leadership. This specified that most



respondents felt that the childcare services are not in residence since there is deprived leadership in favor to worker wellbeing.

Table 9: Respondents Views On Management Final Say in Decisions Made In The Institution

	Frequency	Percentage	
Yes	28	48.3	
Sometimes	19	32.8	
No	11	18.9	
Total	58	100	

Findings show that 48.3% of respondents said that administration has the final say in decision-making and 32.8% of respondents disagreed 18.9% of respondents believed that they sometimes have the final say. This means that the majority of respondents touched on the fact that workers have little or no involvement in decision-making relationships and really have a say in everything that concerns the organization.

Table 10: Respondents Views On Organization Reflection On Propositions of Other Members

	Frequency	Percentage
Yes	9	41.7
No	49	58.3
Total	58	100

Findings show that there were 15.5% of respondents that administration reflects the proposals of further group memberships and 84.5% of respondents alleged that administration does not include other memberships. Utmost respondents manipulated that they may be acceptable to bounce propositions in the matters of the institution no of the propositions set is measured at the close of the day.

Table 11: Respondents Views On the Organization Lookout Of What Team Members Are Doing

	Frequency	Percentage
Yes	58	100
No	0	0
Total	58	100

Findings show that 100% of respondents agreed that the organization lookout of what team members are doing. This implies that the administration should establish a kind of management that is sociable together form employees and organization. This may be applied by safeguarding that participants should all be mindful in taking of decisions on subjects concerning the purposes and objectives in this business defer to efficiency. By connecting staff in exposed dialogue and looking for their opinions regarding efficiency development, the administration will be knowledgeable of numerous causal issues of inferior efficiency and proposed answer particular of which may recover to resolve such difficulties.

Stratford Peer Reviewed Journals and Book Publishing Journal of Strategic Management

Volume 7/|Issue 7 ||Page 22-41|| November/2023| Email: info@stratfordjournals.org ISSN: 2616-8472



Table 12: Respondents Views On the Respect Of Their Efforts In The Organization

	Frequency	Percentage
Yes	46	79.3
No	12	20.7
Total	58	100

Results show that 79.3% of respondents feel that their efforts are respected while only 20.7% replied otherwise. This implies that there is necessity for establishment to increase on incentive stages by distinguishing the determinations of the workers and gratifying them therefore to guarantee they touch valued for each job they achieve to confirm great managerial performance.

Table 13: Respondents Views On Organization Keeping the Wellbeing Of Employees

	Frequency	Percentage
Yes	46	79.3
No	12	20.7
Total	58	100

Findings show that 79.7% of respondents revealed that the company consider employees welfare fully while 20.7% of the respondents replied that the company don't know if the company deliberate the workers wellbeing entirely. This implicit equitable number of attendants touched on workers' wellbeing is significantly taken attention of in the institution.

Table 14: Respondents Views On What Administration Should Do to Guarantee Better Employee-Employer Link

	Frequency	Percentage
Being authentic	16	27.8
Be consistent	11	18.9
Set clear expectations	14	24.1
Provide adequate training	17	29.2
Total	58	100

Findings show that 27.8% of respondents revealed that authenticity should be done to guarantee better employee-employer link. It means that employees can see through employers who right to care about their people but who offer insecure or unfriendly working conditions or set perverse expectations. The relationship between yourself as an employer and your employees will be manufactured on a concrete foundation of faith if teams know that employers are as good as their word. 18.9% said that whatever limits set or policies accepted and rules obligatory, always employers should be reliable. All people rate equity in life, and they surely imagine it in their business transactions. Everybody needs to be conscious of and stand by the same policies and actions, and then should know that they are all being detained to the same values at every level in the company. Steadiness is key in the employer/employee relationship because it builds assurance and faith.

Findings also show that 24.1% of respondents said that everyone purposes better, when they know what is predictable from them. This means that from efficiency to the office, to the rules leading workplace, employees should comprehend the opportunities, and they will be more suitable to supply. This will improve the employer/employee relationship in both instructions. Set strong



expectations with detailed and modified training. You should safeguard that you have a well-written and complete employee handbook that is reliably revised. 29.2% of respondents revealed that it is vital for the employer-employee relationship that the facility satisfactory training for employees, whether they are just opening their employment or giving them new orders and accountabilities. Company training is accessible to reveal team is possible and traverse unique digital alteration and skills break.

4.3 Childcare Strategy Adaptation Influences On Labor Turn Over and Performance Of Working Female

Table 15: Respondents Views On Childcare Amenities and Rate Of Outcomes

	Frequency	Percentage
Yes	52	89.6
No	6	10.4
Total	58	100

Findings in table 15 show that 89.6% of respondents reported that exists a relationship among childcare services and turn over while only 10.4% of respondents believed that there is no relationship among them. This inferred utmost respondents touched that exists an abundant relationship among turn over and delivery of childcare services. They touched that with the delivery of such convenience the degree of turn over specially of occupied mothers will extremely go depressed.

Table 16: Respondents Views On Positive or Negative Features On Job

	Frequency	Percentage
Yes	35	60.3
No	23	39.7
Total	58	100

Results show that 60.3% of attendants revealed that there was further optimistic than harmful characteristics about occupation and changed. This specified that majority of the respondents handled that there is further optimistic and decent feature of the occupation consequences lateral while 39.7% of respondents revealed that there is further negative feature of their works than positive. Respondents might have been linking their present works to other works in dissimilar businesses.

Table 17: Respondents Views On Equilibrium Among Job and Further Parts Of Life

	Frequency	Percentage
Yes	34	58.6
No	24	41.4
Total	58	100

Findings show that 58.6% of respondents revealed that there is equilibrium among job and further parts of life. Because it is known in the organization that children have dissimilar environments and may touch just how their common relationships grow and that involvements as go over existence impact and alteration the method they relay to others. Nevertheless, it is an approach in which addition facts reply to that governs capability to transmit wellbeing to further and outcomes



over youth concept relationships are the examples for consequent relations through further measures of lives.

4.3.1 Factors of Significance That Would Create To Leave Job

The researcher was interested in the respondents' opinions on specific reasons why workers quit their jobs. They expressed their dissatisfaction by demonstrating how various aspects of the work-life balance, such as childcare services, flexible schedules, the provision of social and family measures, mental health programs, and child education arrangements, were lacking.

Table 18: Respondents View On Factors of Significance That Would Create To Leave Job

	Frequency	Percentage
Wanting feel valued	52	89.7
Seeking better management relationship	46	79.3
Wanting different work environment	58	100
Looking for recognition	33	56.9

Findings show that 89.7% of respondents leave their jobs because they want to feel appreciated. A sensitivity that is expendable at work may make him want to seek a position where determination is valued more. It's good to know that work is important and has an impact on the company's success. 79.3 respondents said they were leaving their jobs to find a better management relationship, meaning that upon joining your job, some employees may learn that they get along better with some people than others. This is a perfectly normal part of being employed in any business, while finding a new job can allow them to form healthier relationships. The results show that 100% leave their jobs because they want a different work environment. Every company has a different kind of work environment; this could be a real office layout. It can also work its way into a company's culture, whether it's more casual, social, or niche. They may want a job that will offer them a work situation that will touch the most relaxed work. 56.9% of respondents said that seeking more recognition would lead to leaving their job. Positive feedback and compliments are ways managers can make their employees feel more respected. Working for a company that barely gives them credit can be inspiring to keep them motivated every day. When you leave a job and find one that recognizes hard-working employees, they can feel more valued.

4.3.2 Factors of Significance That Inspire To Keep The Job

Table 19: Respondents Views On Factors of Significance That Inspire To Keep The Job

Factors	Frequency	Percentage
Comprehensive medical insurances	46	79.3
Childcare services	58	100
More working arrangements	27	46.6
Family support	13	22.4

The research sought the respondents' views on factors that inspire to keep the job and they would suggest changes the company make to help them love their employment and, as a result, not want to leave. They revealed that comprehensive medical insurances (79.3%), childcare services (100%), more working arrangements (46.6%) Introduce policies like a shortened workweek, flexible scheduling, and part-time employment to let staff handle personal matters. Also reported

Journal of Strategic Management Volume 7||Issue 7 ||Page 22-41|| November|2023|

Email: info@stratfordjournals.org ISSN: 2616-8472



that for household provision in the incident of death of work member (22.4%) or an associate of their household and irregular work departures and cluster amusing platforms for lessening and closeness. It is concluded that convinced issues in the work end in work fulfillment, but if lacking they do not guide to discontent but no fulfillment. The aspects that inspire persons can alteration above their generation, and then reverence for a somebody is one of the highest inspiring causes at any period of existence.

Table 20: Respondents Views On Problems Meet in Respect To Rate Of Turnover

	Frequency	Percentage
Work life	33	56.9
Household	12	20.7
Both	13	22.4
Total	58	100

Results in table 20 show that there were 56.9% of respondents who revealed that working life was hampering performance, 20.7% of respondents believed household upsets performance while 22.4% of respondents believed family occupation hampers progress. This specified the participants touched the going concern of occupation is importantly intrusive of progress at their spaces of labor. They touched that a little might finished by administration in the manor should be capable to equilibrium the labor and home-based life by for instance of long as them with childcare services at home of labor and this can raise their general performance at the labor place

4.3.3 What Banking Institutions Should Develop to Decrease the Rate of Turn Over

Table 21: Respondents Views On What Banking Institutions Should Develop to Decrease The Rate Of Turn Over

Factors	Frequency	Percentage
Find right talent	46	79.3
Inspire retention early on	28	48.3
Recognize and reward employees	37	63.8
Identify clear career path	13	22.4
Encourage healthy work-life balance	49	84.5

Findings show that 79.3% finding the right talent should developed to decrease the rate of turn over. Every company has a different hiring process, when hiring employees who have the right skills, but also align with the cultural and behavioral beliefs of the organization, they may be more successful. Results also show that 48.3% of respondents said that encouraging retention early on should be done to decrease the rate of turn over. Many specialists trust that retention energies should start on an employee's first day of employment. Professionals may be able to enhance and improve on living procedure. One standard for successful onboarding should be giving new employees a clear empathetic of the company's assignment and how they can help add value to the organization.

Findings show that 63.8% of respondents said that recognize and reward employees can reduce the rate of turn over. Employees need gratitude and appreciation. This could be stimulated with considerate human resource training of each people manager. Happy employees are more creative than unhappy employees. When employees do something to go above and outside, give them the



felicitations they merit. Generating a positive work environment agrees employees to flourish, feel recognized and stay motivated. 22.4% of respondents also revealed that identify a pure career trail can reduce the rate of turn over. Measure of recognizing and pleasing employees involves encouraging and financing in present personnel. Results show that 84.5% of respondents said that inspire a healthy work-life balance may reduce the rate of turn over. Submission unique bonuses like limitless employee maternity and paternity permission for the first year of a child's life or a salary for annual travel may help employers be obvious. The aptitude to use flexible work schedules and environments can also show to be useful.

4.4. Statistical Correlation On-Site Childcare Strategy Adaptation and Performance Of Female Employees

To establish the relationship between on-site childcare strategy adaptation and performance of female employees, regression analysis was used to obtain the Pearson Correlation coefficient and the coefficient of determination as depicted in the table below.

Table 22: Model summary

Model	R	R Square	Adjusted Square	R Std. Error of the estimate
1	.894ª	.800	.795	1.15367

a. Predictors: (Constant), Access to childcare services, training on how enhance quality, training of caregivers on early childhood and Development performs.

Results in table 22 generates coefficient of determination (R²) and the coefficient of correlation (R). The coefficient of determination (R²=0.800) explained the explanatory power of the model and indicates that 80% of variation in the female employees' performance within I& M Bank classified by differences in descriptive variables such as Access to childcare services, training on how enhance quality, exercise of caregivers on early childhood and Development performs indicators. The results show that Access to childcare services, training on how enhance quality, training of caregivers on early childhood and Development performs indicators positively predict the variation on female employees' performance within I&M Bank as modified R Square equal to 0.795 which means 79.5% the independent variable (on-site childcare strategy adaptation) predict the variation of dependent variable (performance of female employees). But, the R² of 80% indicates that there are other variables that affect the on-site childcare strategy adaptation and performance of female employees within I&M Bank that not recoded by approach established in this research for about 20% differences not detailed by approach. The upper part depends up on fact that I&M Bank not invested greatly in on-site childcare facilities. Correlation coefficient (R=0.894) is upper than 0.5 and close to one. Therefore, there is a positive significance and closed relation between on-site daycare tools adaptation and performance of female employees within I&M Bank.

Stratford Peer Reviewed Journals and Book Publishing

Journal of Strategic Management

Volume 7/|Issue 7 ||Page 22-41|| November/2023| Email: info@stratfordjournals.org ISSN: 2616-8472



Table 23: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	442.506	4	110.626	20.32	.000b
Residual	446.113	81	5.43		
Total	888.620	84			

The independent variables are statistically significant in predicting the dependent variable, according to the analysis of variance in table 23. This is because the model is generally well-fitting, as evidenced by the p-value of 0.000. The f-ratio evaluates how well the data match the regression model. According to the ANOVA results, F is calculated to be 20.32, whereas F crucial or from the F table is 2.48. Since the computed value of F is higher than the F critical value (20.32 > 2.48), the overall significance of the regression model is inferred.

Table 24: Coefficients

	Unstandardized coefficients		Standardized coefficients	T	Sig.
	В	Std. Error	Beta		
(constant)	1.298	1.135		1.142	0.001
Access to childcare services	0.314	0.132	0.238	2.360	0.020
training on how enhance quality	0.426	0.613	0.067	-0.694	0.046
training of caregivers on early childhood	0.431	0.517	0.049	0.732	0.036
Development performs	0.438	0.143	0.065	0.733	0.056

The model equations as indicated by table above become: **Y=1.298+0.314X1+0.426X2+0.431X3+0.438X4+0.544X5**, where; Y= Female employees' performance, X1= Access to childcare services, X2= training on how enhance quality, X3= training of caregivers on early childhood, X4= Development performs

Table 24 above illustrate all (X) values are optimistic result to positive relations between on-site childcare strategy adaptation and performance of female employees determined here by the female employees' performance specifically in I&M Bank. The existence of mean proportion of change of female employees' performance it change the objects tackled by approach. From the table 28, it indicated that the numbers on-site childcare strategy adaptation shows optimistic relations on female employee's progress gears interpreted by female staffs' progress. Access to childcare services of 0.314 indicating that a slight change in new input in Access to childcare services will increase female employees' performance by approximately 0.314. Consequently, the coefficient of training on how to increase quality of 0.426 indicates a optimistic relation with the performance of female employees. The value of 0.426 indicates that an increased percentage of training on how to improve the quality of I&M Bank brings an increase in the performance values of female employees by 0.426 units. The coefficient of early childhood caregiver training 0.431 shows the positive relations with the performance of female employees. The value of 0.431 indicates that an



increased percentage of early childhood caregiver training generates a 0.431-unit increase in female employee performance values. The performance development coefficient of 0.438 it means there is relations with performance of female employees. The value of 0.438 indicates that an increased percentage of performance in development generates a 0.438 unit increase in performance values for female employees when using this element of adaptation of the on-site childcare strategy. The study reports the existence of a positive and strong relationship between on-site childcare strategy and performance of female employees. The capacity of the impact is absolutely strong depends on site childcare strategy adaptation made by I&M Bank.

5.0 Conclusion

The study concludes that the management should do more to make sure that employees' wellbeing comes first. The respondents concurred that employee wellbeing needed to be improved. This will inspire people, resulting in increased worker productivity. The respondents were in agreement that the management should regularly monitor the leadership style to make sure that it is strict while still being worker-friendly in order to guarantee accurate maneuver of the company. The respondents concurred that reducing turnover was a key factor in retaining the greatest skills and brains. In order to reduce employee departure from the company, management should put forth great effort to guarantee that their established rules on employee welfare are continually reviewed.

6.0 Recommendations

Corporations should enhance their employee motivational frameworks in order to lower project difficulties and offer clothes on staffs that need it as they deliver crucial services. There is a need for businesses to boost employee motivation by appreciating their efforts and compensating them appropriately, so that they feel valued for each task they do and contribute to great administrators progressive. The previous duties operated according to the impulses over administrators, which causes the pain of the workers on the ground. The workforce in all areas needed to demonstrate professionalism, honesty, ethics, and integrity in all jobs they undertook. When it comes to rewarding employees, departmental managers should behave impartially and fairly so that everything is done consistently in accordance with what they have contributed to the organization. Organizations should put out great effort to keep their highly skilled workers, as this will guarantee high employee productivity. Organizations should provide the finest working environment to prevent their employees from leaving for other competitors. By doing this, the expense of replacing departing employees and losing the greatest minds is reduced. And it is obvious that a significant factor in an organization's success is staff retention.

REFERENCES

- Amin, R.M., Said, Z.M., Sutan, R., Shah, S.A., Darus, A. & Shamsuddin.K. (2011). Work related determinants of breastfeeding discontinuation among employed mothers in Malaysia (Vols. 6-4). https://doi.org/10.1186/1746-4358-6-4
- Anderson, B. &. (2011). The relationship between absenteeism and employer sponsored child care (Vols. 15-3). Southern African Business Review.
- Auerbach, JD. (2014). In the business of child care: Employer initiatives and working women. New York: Praeger.



- Baxter, J. (2014). *Breastfeeding, employment and leave: an analysis of mothers in growing up in Australia* (Vol. 11). Fam Matters Review.
- Brasileiro, A. P. (2010). The impact of breastfeeding promotion in women with formal employment. (9 ed., Vol. 26). Cad Saude Publication.
- Brown D. (2011). On-site child care at Mercy Health Care Corporation. Child care challenges for employers. Horsham: PA LRP Press.
- Bryman, D., & Bell, M. (2013). Research and evaluation in education and psychology:Intergrating diversity with qualitative and quantitative methods. New york: Thousands Oaks CA.
- Caillier, J. G. (2013). (n.d.). *Satisfaction with work-life benefits and organizational commitment/job involvement: Is there a connection?* (Vol. 33). Review of Public Personnel. https://doi.org/10.1177/0734371X12443266
- Chen, Y., Wu, Y. & Chie, W.C. (2013). *Do higher childcare subsidies improve parental well-being*. ? IZA—Institute of Labor Economics. J Econ Beha Organ https://www.iza.org/publications/dp/6804/do-higher-childcare-subsidies-improve-parental-well-being-evidenc.
- Duflo, E. (2012). *Women Empowerment and Economic Development* (Vol. 50). Journal of Economic Literature. https://doi.org/10.1257/jel.50.4.1051
- Fernandez, JP. (2016). Child care and corporate productivity. Lexington: Lexington Books Inc.
- Gullekson, N.L., Griffeth, R., Vancouver, J.B., Kovner, C.T. & Cohen, D. (2014). *Vouching for childcare assistance with two quasi-experimental studies*. J Manag Psychol https://doi.org//JMP-06-2012-0182.
- Heymann, G. & Kramer, W. (2013). Early Child Care Research Network. Child care and child development. Developmental follow-up:Concepts, domains, and methods. New York: Academic Press.
- Hossain, A. (2016). Working Environment for Female Employees in Bangladesh Corporate Sector Organizations (Vol. 38). An Exploratory Study, SJPJ.
- Imdad, A., Yakoob, M.Y. & Bhutta, Z.A. (2011). Effect of breastfeeding promotion interventions on breastfeeding rates, with special focus on developing countries. BMC Public . Health https://doi.org/10.1186/1471-2458-11-S3-S24.
- Kakooza, T. (2013). An introduction to research methodology.National Adult Education Association . Kampala.
- Kamal, R. D. and Sabrin, A. (2014). Gender Gap and Present State of Working Women in Corporate Arena. Research on Humanities and Social Sciences Review (Vol. 4).
- Khan, T. (2015). Where babies safe without mothers. . London: The Daily Star.
- Leslie, D. & Paolisso, E. (2010). Impact of child care on the bottom line. In Commission on Workforce Quality and Labor Market Efficiency. A Strategy to Address America's Workforce Crisis (Vol. 2).
- Milkovich G, Gomez LR. (2016). *Child care and selected work behaviors* (Vol. 19). Academy of Management Journal.
- Ministry of Health. (2017). Workplace support for breastfeeding in Kenya. East & Southern Africa. SUN Business Network Workshop.



- Muendo, R.M. (2014). Daycare services and women's participation in informal employment: a study of Mukuru Kwa Njenga. Nairobi: University press.
- Natalie, S. & Janine, Cfriendly policies. Sydney. (2013). Work-life balance and family: Centre for Work Life. University of South Australia.
- Obiageli, L. O., Uzochukwu, C. O. & Ngozi, D.C. (2015). Work Life Balance and Employee Performance in Selected Commercial Banks in Lagos State. European (Vol. 3). Journal of Research and Reflection in Management Sciences.
- Payne, S. C., Cook, A. L. & Diaz, I. (2012). *Understanding childcare satisfaction and its effect on workplace outcomes* (Vol. 85). The convenience factor and the mediating role of workfamily conflict.: Journal of occupational and organizational Psychology. https://doi.org/10.1111/j.2044-8325.2011.02026.x
- Reel, S. (2011). Management Responsibility for Performance. ll. Washington DC: McGraw-Hi.
- Samman, E., Presler-Marshal, I., Jones, N., Bhatkal, T., Melamed, C., Stavropoulou, M. & Wallace, J. (2016). *Women's work: mothers, children and the global childcare crisis.*London: Overseas Development Institute.
- Shellenbarger S. (2011). *Work and Family: Firm's on-site child care proves too expensive* (Vol. 1). Wall Street Journal,.
- Sivard, G. (2011). Management women and the new facts of business life (Vol. 6). Harvard Business Review.
- Suman B. S. & Bhavana R. K. (2013). *Impact of Childcare Assistance on Employee Retention in Indian IT Sector.Interdisciplinar* (Vol. 13). Global Journal of Management and Business Research.
- Youngblood S, Chambers-Cook K. (2014). *Child care assistance can improve employee attitudes and behavior* (Vol. 9). Personnel Administrator Review.
- Zahidi, S. (2013). *Top 10 most gender equal countries in the world. World Economic Forum.* https://www.weforum.org/agenda/2013/10/top-10-mostgender-equal-countries-in-theworld.
- Zigler EF, Lang ME. . (2011). *Child care choices: Balancing the needs of children, families, and society*. New York: New York Free Press.